Table 6
TITL #38 Nicotine Data Lower Than PM Advertised Values

		PTL 1995 Year Average	Advertised Nicotine	TITL Market Sample #37	TITL Market Sample #38	TITL Market Sample #38 Rounded
	Basic Menthol KFMSP	1.00	1.0	1.00	0.93	0.9
	Basic Lights KFSP	0.72	0.8	0.74	0.68	0.7
	Basic Menthol Lights KFMSP	0.71	0.8	0.75	0.68	0.7
	Basic Lights 100's 100FSP	0.76	0.8	0.76	0.73	0.7
	Basic Menthol Lights 100's 100FMSP	0.75	0.8	0.76	0.72	0.7
#	Basic Ultra Lights KFSP	0.46	0.5	0.46	0.44	0.4
	Benson & Hedges 100's 100FHP	1.19	1.2	1.15	1.14	1.1
	Benson & Hedges Special Kings Lights KFHP	N/A	0.9	0.90	0.84	0.8
	Bristol Full Flavor KFSP	1.01	1.2	1.10	1.01	1.0
	Bristol Full Flavor 100's 100FSP	0.99	1.2	1.12	1.01	1.0
	Bristol Lights KFSP	0.71	0.8	0.79	0.72	0.7
	Bristol Lights Menthol KFMSP	0.72	0.8	0.79	0.74	0.7
	Bristol Lights 100's 100FSP	0.78	0.8	0.82	0.74	0.7
	Bristol Lights 100's Menthol 100FMSP	0.75	0.8	0.83	0.73	0.7
	Bucks Lights KFSP	0.77	0.8	0.78	0.72	0.7
	Cambridge Full Flavor KFSP	0.98	1.1	1.04	0.93	0.9
	Cambridge Full Flavor 100's 100FSP	0.99	1.1	1.06	0.98	1.0
	Cambridge Lights KFSP	0.71	0.8	0.78	0.71	0.7
	Cambridge Lights Menthol KFMSP	0.72	0.8	0.77	0.70	0.7
	Cambridge Lights 100's 100FSP	0.75	0.8	0.78	0.72	0.7
	Cambridge Lights 100's Menthol 100FMSP	0.76	0.8	0.78	0.73	0.7
	English Ovals KNFHP	1.98	2.0	2.04	1.94	1.9
	Marlboro Lights 100's Menthol 100FMHP	0.77	0.8	0.74	0.72	0.7
#	Marlboro Medium KFHP	0.87	0.9	0.84	0.84	0.8
	Marlboro Medium 100's 100FHP	0.98	1.0	0.98	0.95	0.9
	Marlboro Medium 100's 100FSP	0.96	1.0	0.95	0.94	0.9
*	Merit 100's 100FSP	0.77	0.8	0.74	0.74	0.7
	Parliament Lights KFHP	0.68	0.7	0.68	0.62	0.6
	Philip Morris International 100FHP	1.17	1.2	1.11	1.11	1.1
	Philip Morris International Menthol 100FMHP	1.17	1.2	1.14	1.02	1.0
	Players KFHP	0.87	0.9	0.90	0.84	0.8
	Players 100's Menthol 100FMHP	0.98	1.0	0.98	0.94	0.9
	Players Lights 25's 100's 100FSP	0.79	0.8	0.81	0.71	0.7
	Players Lights 25's 100's Menthol 100FMSP	0.75	0.8	0.83	0.67	0.7
	Virginia Slims Lights 120's Menthol 120FMHP	1.12	1.1	1.08	1.03	1.0

PM3001014425

DOC CODE: P0622
*Tar and nicotine printed on pack.
#Retested.

f:\titl\ms38\38comp1.xls

Source: https://www.industrydocuments.ucsf.edu/docs/mzkk0001